

NIOSH PPT Program Evidence Package Aug 30, 2007

Appendix H [Back to the Appendices Table of Contents](#)

Customer Satisfaction Survey Results

Appendix H provides results of the Customer Satisfaction Survey conducted by the Office of Personnel Management (OPM) for the PPT Program. The survey was implemented in the 1st quarter of FY 06. Survey results are presented and discussed along with ratings obtained in each of the areas of evaluation. The next survey will be conducted in the 1st quarter of FY 08.



Briefing Outline

- Customer satisfaction model
- Method
- Results
 - Manufacturer Results
 - User Results
- Benchmark Comparisons
- Recommendations



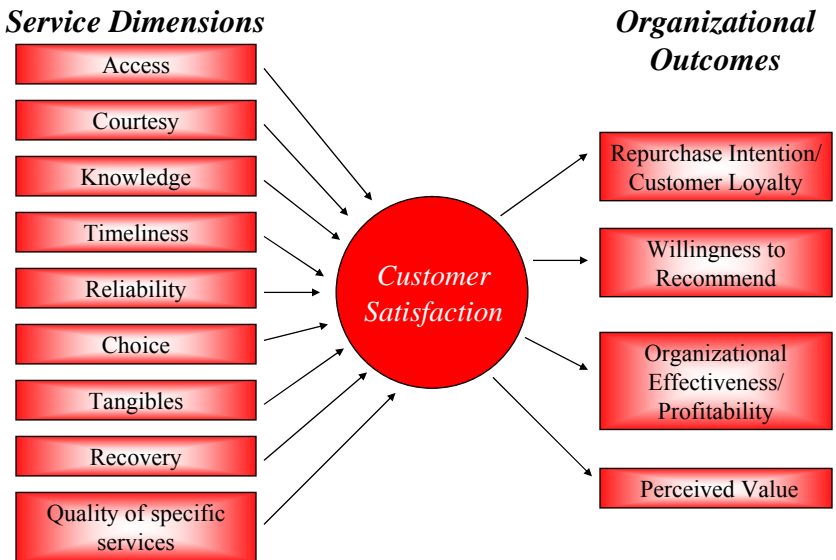
Balanced Measures Framework



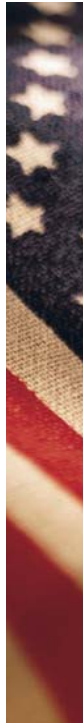
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Customer Service Dimensions and Outcomes



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Access

Availability of service and the ease with which it can be obtained (e.g., hours of operation, ease of finding someone to answer questions).

- It is easy to do business with NPPTL.
- Assistance from NPPTL personnel is provided at a time that is convenient to me.
- It is easy to find someone at NPPTL who can answer my questions.
- I do not have to cut through a lot of red tape to reach higher level NPPTL officials.
- I have adequate access to NPPTL personnel for advice and assistance.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)

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Courtesy

Attitudes relating to the behavior of the service provider to the customer (e.g., friendly, helpful, rude, considerate).

- NPPTL personnel are always willing to help me.
- NPPTL personnel are courteous.
- NPPTL personnel give individual attention to my requests for information or service.

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Knowledge

Possession of required skills and knowledge to perform the service.

- NPPTL personnel are knowledgeable.
- NPPTL personnel have a good understanding of my organization's operation and mission.
- Explanations of technical issues are understandable.
- NPPTL personnel are able to explain NPPTL products and services.
- When NPPTL personnel do not know the answer, they refer me to an expert who does.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)

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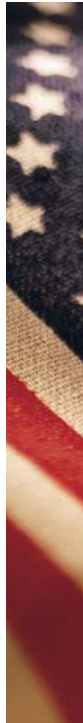


Timeliness

Promptness in receiving or providing promised materials and/or service.

- Overall, NPPTL personnel provide timely service.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)

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Reliability

Ability to perform the promised service dependably, accurately, and consistently.

- NPPTL personnel give me accurate information.
- NPPTL personnel keep accurate records.
- NPPTL personnel provide services when promised.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)

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Choice

Response to a spectrum of needs of individual customers (e.g., range of choices, customization, made to order designs).

- NPPTL products and services are designed to meet customer needs.
- NPPTL personnel use suggestions from their customers to improve the quality of products and services.
- I am satisfied with the range of products and services provided by NPPTL.

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Recovery

Problems and complaints are resolved quickly with minimal effort on the customer's part and problems do not recur.

- Problems and complaints are resolved quickly.
- Problems and complaints are resolved with minimal effort on the customer's part.
- There are well-defined systems for linking customer feedback and complaints to employees who can act on this information.
- NPPTL personnel are flexible in finding solutions to problems.
- I am satisfied with the way NPPTL personnel handle problems or mistakes.

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Tangibles

Appearance of physical facilities, personnel, and communication materials. Includes non-personal communication such as advertising, pamphlets, reports and displays.

- NPPTL personnel present a professional appearance.
- I am satisfied with the appearance of written communication materials prepared by NPPTL.
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)

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Quality

What the customer receives from the service provider or the perception of excellence of the product or service received.

- Overall, how would you rate the quality of products and service provided by NPPTL?
- (Other items were customized for this dimension. These items are not used to calculate a dimension score.)

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Method: The Surveys

- Manufacturer & User Surveys
- Survey instruments include:
 - demographic items
 - OPM's core customer satisfaction items
 - NPPTL-specific items (customized for each survey) created with the help of NPPTL's customer satisfaction team
- Surveys pilot-tested in October 2005
- Obtained required OMB approval for distribution to public in December 2005
- Online administration: December 5 - 23, 2005

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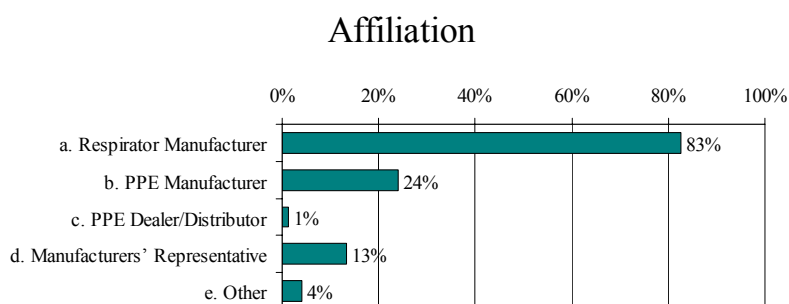
Method: *Response Rates*

<i>Survey</i>	<i>Response Rate</i>	<i>Margin of Error*</i>
Manufacturer Survey	31% (75/243)	± 10%
User Survey	30% (185/622)	± 6%

* Conservative estimates

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Results: *Manufacturers - Demographics*

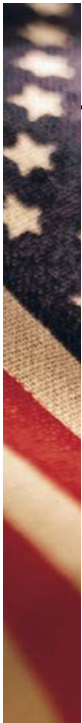
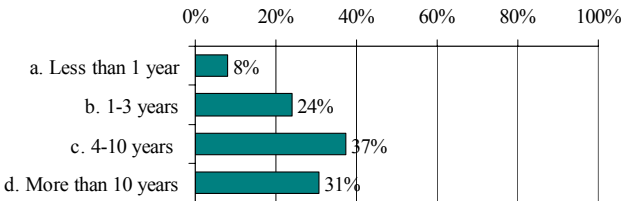


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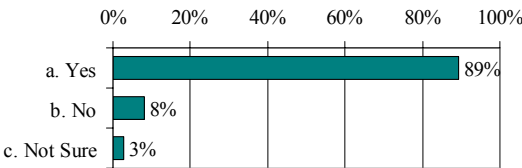
Results: *Manufacturers- Demographics*

Time Dealing with NIOSH NPPTL



Results: *Manufacturers - Demographics*

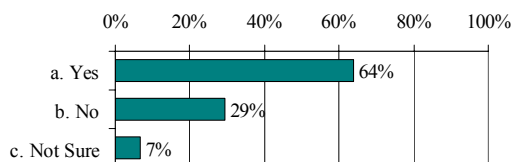
Contact in Past Year





Results: *Manufacturers – Training Received*

Training or Information Sessions in Past Year

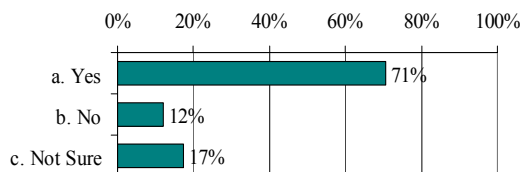


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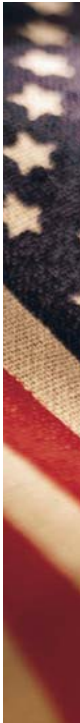


Results: *Manufacturers – Customer Loyalty*

Would you use NPPTL again?

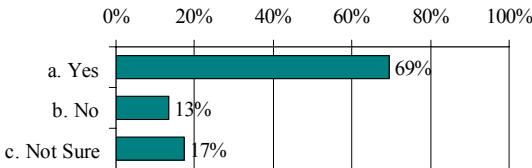


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Results: *Manufacturers – Customer Loyalty*

Would you recommend NPPTL to others?



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Results: *Manufacturers – Overall Satisfaction*

57. Overall, how satisfied are you with the services you are receiving from NPPTL?



60. Based on the service you have received..., how would you rate the quality of their services?



Favorable Neither Unfavorable

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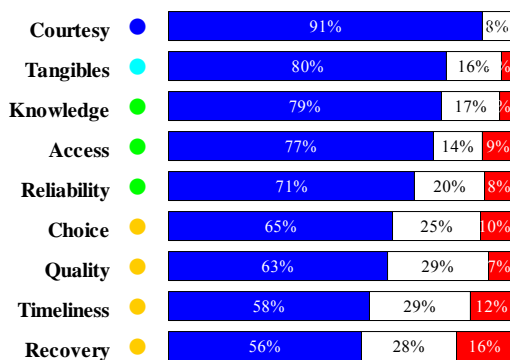
Guidelines for Interpreting Results

Favorability of Results

- Excellent: 90% - 100% favorable
- Good: 80% - 89% favorable
- Acceptable: 66% - 79% favorable
- Marginal: 50% - 65% favorable
- Critical: 0% - 50% favorable

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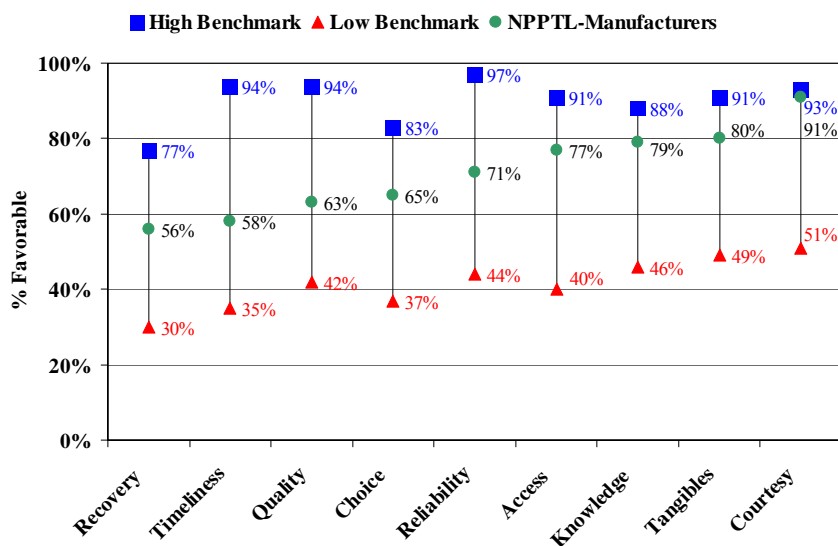
Results: Manufacturers



■ Favorable □ Neither ■ Unfavorable

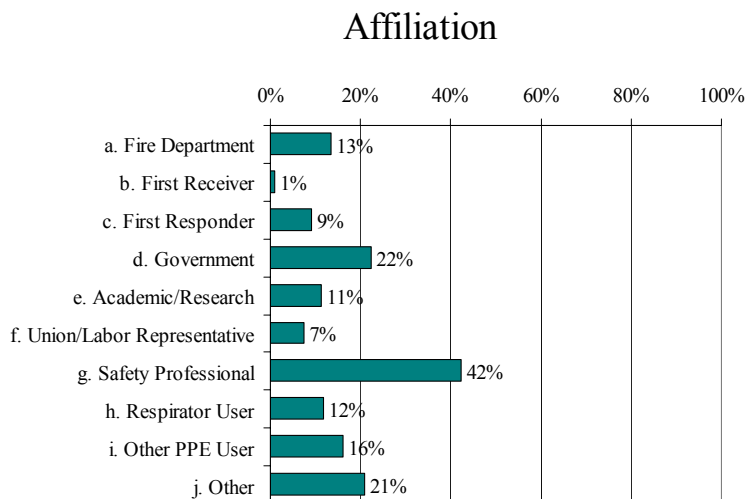
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Benchmarks: Manufacturers



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Results: Users - Demographics

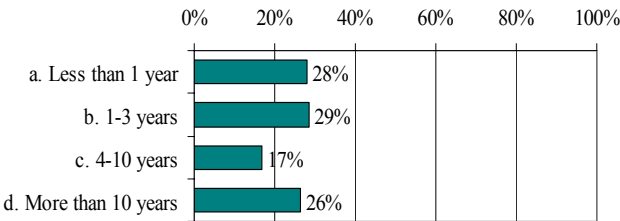


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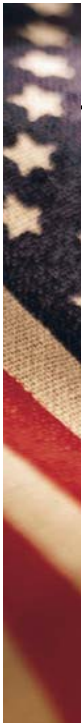


Results: *Users - Demographics*

Time Dealing with NIOSH NPPTL

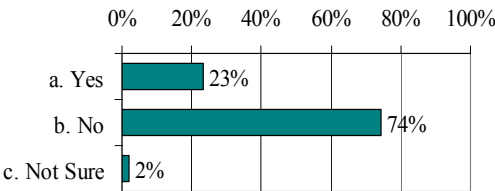


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Results: *Users - Demographics*

Contact in Past Year

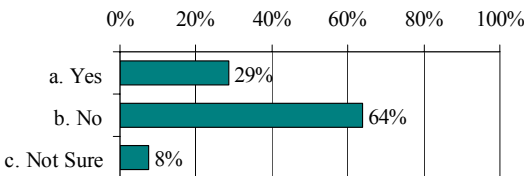


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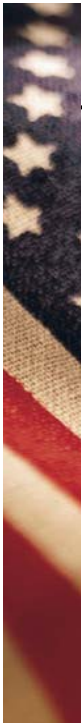


Results: *Users – Training Received*

Training or Information Sessions in Past Year

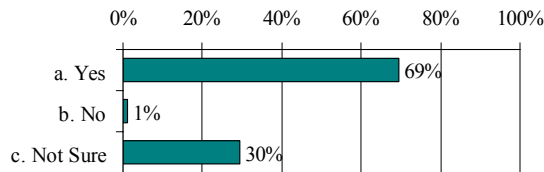


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Results: *Users – Customer Loyalty*

Would you use NPPTL again?

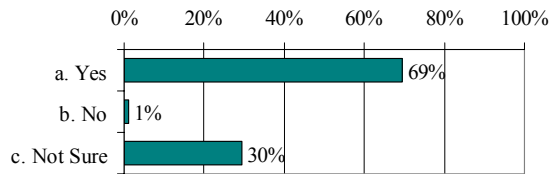


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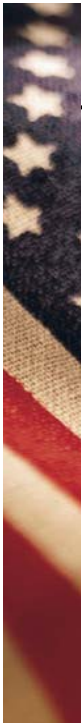


Results: *Users - Customer Loyalty*

Would you recommend NPPTL to others?



31



Results: *Users – Overall Satisfaction*

54. Overall, how satisfied are you with the services you are receiving from NPPTL?



57. Based on the service you have received..., how would you rate the quality their services?

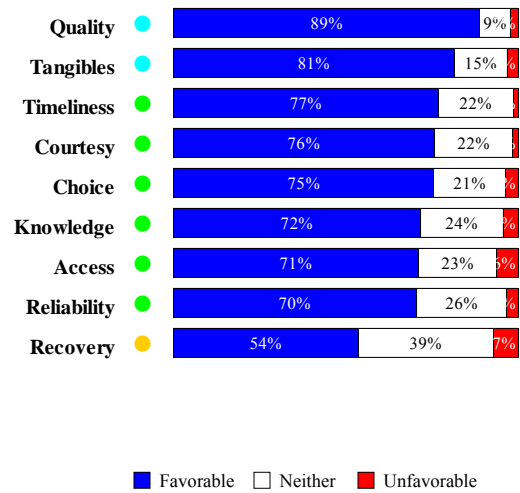


■ Favorable □ Neither ■ Unfavorable

32



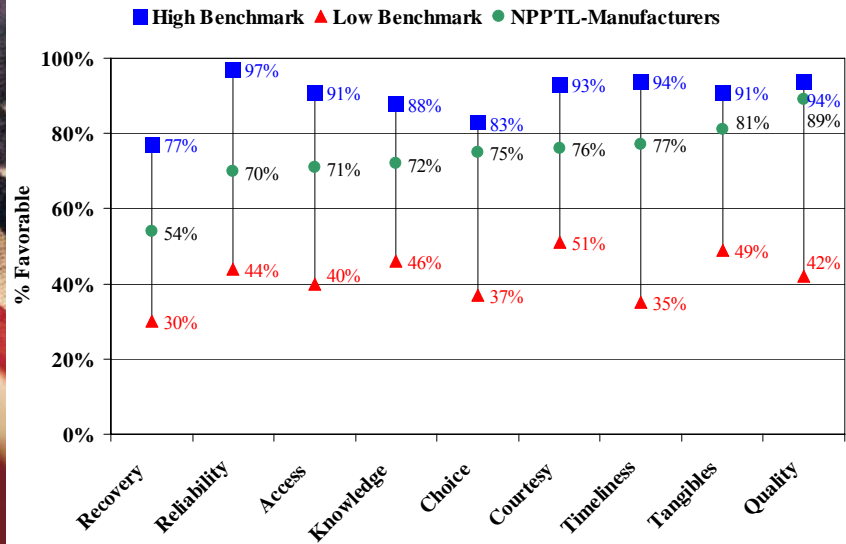
Results: *Users*



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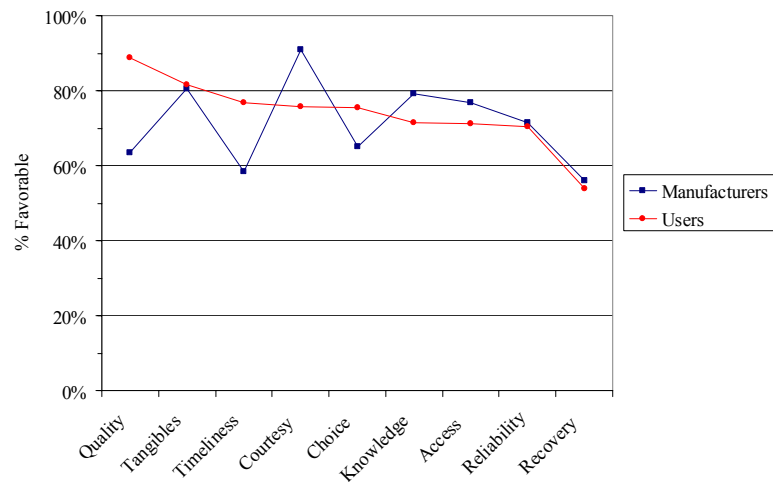


Benchmarks: *Users*



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Results: *Dimension Profiles*



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Recommendations

- ✓ Review detailed data reports and comments
- ✓ Develop action plans to improve results
- ✓ Conduct focus groups with customers and service providers to explore results in depth and obtain suggestions for improvement
- ✓ Evaluate changes
- ✓ Resurvey

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